

Some aspects of the formation a financial strategy in emerging markets

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Abstract

© 2014, Mediterranean Center of Social and Educational Research. All rights reserved. The article describes the main problems of formation and implementation of financial strategies of companies in emerging capital markets. The authors propose a methodological basis to resolve the identified problems - the use of both classical matrix of financial strategies, and developed and tested on the Russian market of the matrix of optimal capital structure. In today's globalized markets, the presence of a financial strategy is a prerequisite not only to maximize the company's market value, but also to improve its competitiveness and sustainability.

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Keywords

Classical model of financial strategies, Cost Indicators, Emerging markets, Financial strategy, Matrix of optimal capital structure